

Proposal for Partnership



Nearly \$55 million has been raised in communities across America, helping to fund NAMI's education, advocacy and support programs, and initiatives.

Across the country, NAMIWalks is expanding to:

- Promote Awareness
- Challenge Stigma
- Raise Funds
- Build Leaders
- Grow NAMI
- Strengthen Communities



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Director, Los Angeles County
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I have been involved in supporting NAMIWalks in Los Angeles for many years for two main reasons: First, because the Walk raises awareness about mental illness and I know for certain that every action that includes people with mental illness in the mainstream of public life makes treatment more effective and recovery more possible.

The second is that the Walk supports NAMI, and there has been no organization more effective at promoting hope, wellness and recovery for persons with mental illness than NAMI.

For these two reasons, I am asking you to join me in being a financial supporter of the NAMIWalks to be held in Santa Monica on October 6, 2012. Together, we can have an impact and make a difference for this stellar event.

Please join us and become a part of the most important event held in Los Angeles County supporting awareness of mental illness and recovery.

10 Top Reasons a Top-Level Executive Should Get Involved With NAMIWalks

The Business Leader:

Feels that participating in worthy fundraising events is part of their responsibility to the community as a prominent local business leader.

Believes that the cause is an important one that affects a significant number of their employees and people in the local community.

Understands that lending their support will not be time-intensive.

Can see that NAMI is an organization that knows how to run the event and will make it a successful one.

Recognizes that 1 in 4 people are affected by mental illness and wants to let their employees know the organization is concerned about their overall wellness.

Wants to create a partnership between their organization and the local NAMI affiliates.

Knows that their support will not require them to do anything they are not comfortable doing (like attending a lot of planning meetings).

Appreciates that NAMIWalks has designed a way for Top-Level Executives whose organizations' support the WALK financially to receive significant recognition for that support in the broader community.

Recognizes that the NAMIWalks event is a positive, healthy, fun one that will be fulfilling for the organization's employees to be involved in.

Believes that being a good, involved community citizen is one of the core values of the company.